



# Introduction to Advertising Agencies

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# Advertising agency:

**“An agency is an independent business organization composed of creative and business people who develop, prepare and place advertising in the advertising medias for sellers seeking to find customers for their goods and services.”**

**-By American Association of  
Advertising Agency**

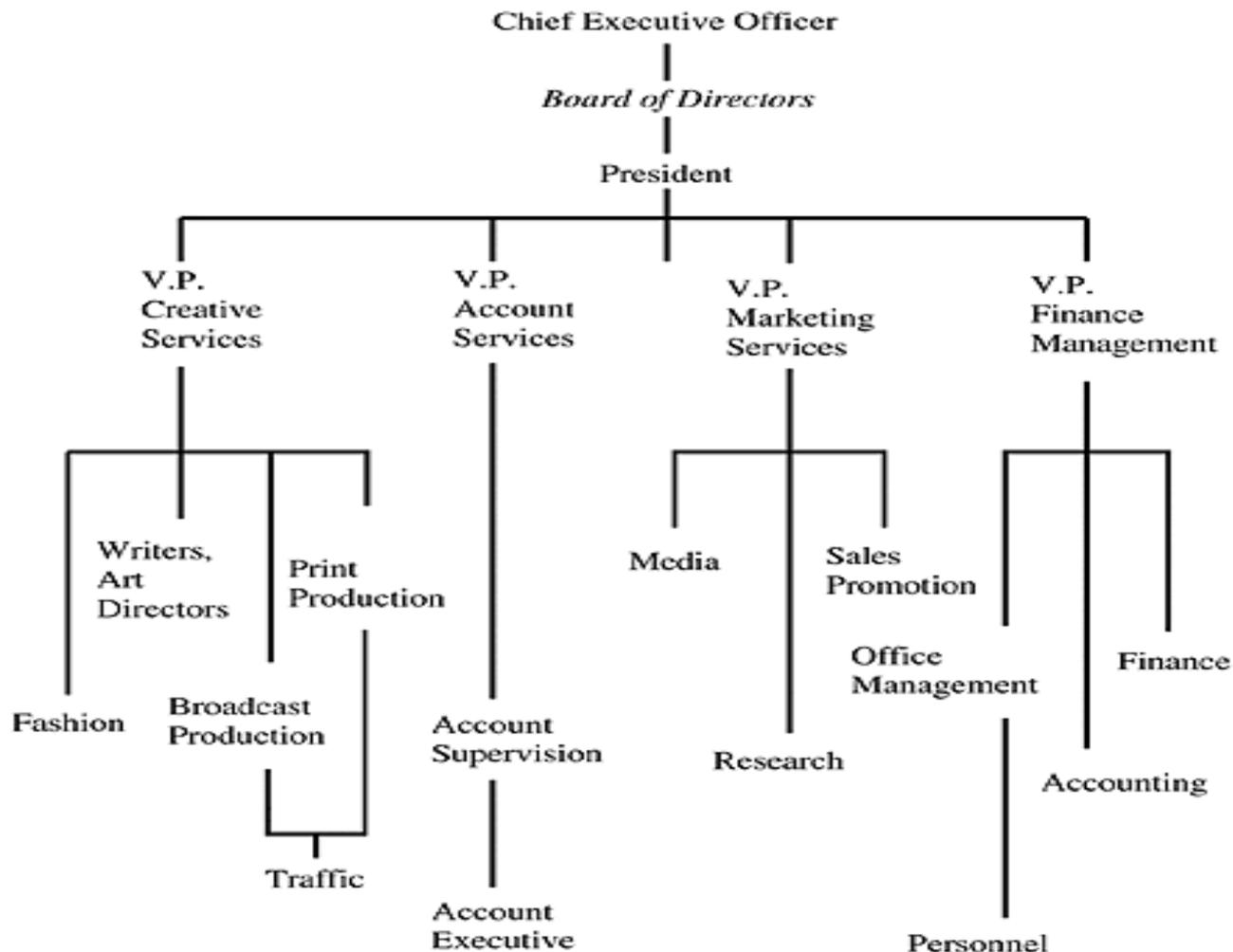
## **In other Words:**

**An Advertising agency is an independent organization with creative and managerial experts who specialize in the development and preparation of advertising plans, advertisements and the other promotional tools and arrange for the selection and purchase of advertising space and time in the various advertising media to reach the target audience with the relevant message. In simple words advertising agency is a link between an advertiser, media and the consumer.**

## **Classification of advertising agencies:**

- a) Full Service Agency: One that handles all the phases of the advertising process for its clients like it plans, creates, produces and places advertisements.**
- b) Media buying service: specializes in buying Radio and television time and reselling it to advertisers and advertising agencies.**
- c) Creative boutique: organization that specializes in the actual creation of ad. In general, creating the innovation and interesting advertising themes.**

## STRUCTURE OF A FULL-SERVICE ADVERTISING AGENCY



SOURCE: Thomas Russell/Glenn Verrill, *OTTO KLEPPLINER'S ADVERTISING PROCEDURE*, 9th ed., © 1986, p. 102. Reprinted by permission of Prentice-Hall, Inc., Englewood Cliffs, New Jersey.

## Reasons of Hiring Advertising Agency:

- **Expertise and Experience**
- **Objectivity and Professionalism**
- **Cost effectiveness**

# How to choose an Advertising Agency?

Advertiser prefers the ad agency on the basis of agencies performance and in case it answers the following question:

- Study the total marketing plan and examine the advertising plan as important ingredient of the marketing plan
- Divide the market into workable sections
- Organize a plan to reach every section
- Create a message/messages in consonance with the total marketing objectives
- Evolve a list of the most useful media and contract them necessary changes in the current and future plans.

- Buy space and time according to the advertising budget finalized in consultation with the advertiser
- Analyze and compare the client's advertisement strategies with the competitors strategies
- Evaluate the effectiveness of the ad campaign periodically and effect

# Functions of Advertising Agency:

- a) **Creative department**
  - i. **Copy**
  - ii. **Art**
  - iii. **Production**
  
- b) **Research department**
  
- c) **Accounts department**
  
- d) **Client Servicing departments**
  
- e) **Research department Production**
  
- f) **Production department**

## **A) Role of Account Planner/ Account Executive/Client servicing Personnel:**

**Account executive generally is a link between the clients And the creative department of the agency.**

- Check the status of each client's job in the creative department and verify the jobs will be complete on time**
- Contact each client at least once a day to discuss current and upcoming projects**
- Initiate new jobs for the client**
- Review and present concepts/layouts/copy to the client for approval**
- Communicate the client's feedback to the creative department and discuss the next steps in the campaign**

## **B) Role of Creative Department:**

**The people who create the actual ads form the core of an advertising agency. Modern advertising agencies usually form their copywriters and art directors into creative teams.**

- they both generate creative ideas to represent the proposition (the advertisement or campaign's key message).**
- Creative departments frequently work with outside design or production studios to develop and implement their ideas.**
- Creative departments may employ production artists as entry-level positions, as well as for operations and maintenance.**

## **Creative Brief:**

**Creative brief mentions the objectives and strategy unambiguously.**

- It acts as a point of reference for the advertisement designers and facilitates well-reasoned dialogue between the account executive and creative cell.**
- It beneficial for the marketer as it gives the insight of how Communication strategy will work;**
- for creative as it helps to focus on communication problem and the account planner as it gives the summary of the strategy.**

## **Creative Brief includes:**

- **Company's name, history of company, target audience, area of market, time & duration of advertising**
- **Purpose of campaign**
- **Advertising objective/ media needs**
- **Creative consideration**
- **Budge of advertising**

## **Art Director:**

- **Transform the idea that the client wants to convey, into a simple and beautiful imagery.**
- **Preparing layouts and visuals for the clients.**
- **To work closely with the copywriters for developing the visual messages.**
- **Making painted bulletins, posters, car cards, illustrations, slogans, etc.**

## Copywriter:

- Preparing an attractive copy for its clients and customers.
- Participate in brain- storming sessions and come up with ideas.
- Using their extraordinary skills of putting flair and fluent language while preparing a copy.

## C) Media Department:

- It selects and uses the best media possible to communicate the ad message to the ultimate consumers
- It can also fail, as a wrong selection will result in the failure of the advertised product.
- Preparation of media plans for its clients
- Media scheduling
- Supervising the execution
- It keeps constant contact with the media and the client

## **D) Production Department:**

- **Produces the final advertisements for the markets.**
- **Making contacts in the industry for the easy carrying out of tasks.**
- **Assemble the typographic design patterns, engraved photos, illustrations, copy, etc. and prepare the final advertisement.**
- **Sending the final product to its clients and get the approval.**
- **Once the approval is received, then it can be sent for final printing or production for the market.**
- **Keeping them updated about the latest trends and technologies.**

## **C) Research Department:**

- Carrying out research and deriving out useful information.**
- Critically analyze the information, which they have derived.**
- Apply the results in different ways.**
- Agency makes use of above information for executing an excellent ad campaign.**

## **C) Finance Department:**

- To generate and keep a record of the invoices that the company incurs or gains.
- Sending out regular reminders to the clients for un-cleared payments.
- Clear accounts before or within the due dates.
- Issue payments to vendor parties within or on the due date.
- Keep a track of the monthly and yearly accounts.
- Deposit the government fees on time.
- Manage salary accounts of the employees.